

Cigarette Litter Reduction Pilot Study

Study Area: Folly Beach, SC

Goal: Enhance awareness and reduce cigarette litter on the beach.

Strategy: Targeted education and enhancement of cigarette litter disposal options.



Why Cigarette Litter?

- Cigarette butts are a toxic form of marine debris.
- Over 100,000 cigarette butts have been collected from South Carolina beaches since 2010.
- Birds, fish and sea turtles may ingest cigarette butts or other plastic debris along the coast, which can lead to choking, poisoning, or blockage of the gut.
- Leaching of toxic materials from cigarette butts can also degrade water quality.
- In a laboratory study, a concentration of one cigarette butt in one liter of water killed half of all fish exposed within 96 hours.

New Receptacles

15 new cigarette receptacles were installed at select walkovers to encourage proper disposal of cigarette litter.

Educational Campaign

Flyers and foldable beach ashtrays were developed and distributed at local businesses to increase public awareness.



Cigarette Litter Monitoring

Monitoring was conducted in 2015 and 2016 to compare the amount of cigarette litter found on the beach before and after implementation of the project strategy.

Results

Post-Labor Day cleanup results show that approximately 200 fewer cigarette butts per person-hour were collected in 2016.

Additional Partners:



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